

The Determinants of Entrepreneurial Intention in Micro, Small and Medium Enterprise in Malaysia

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ABSTRACT

In Micro, Small and Medium Enterprise (MSME) there are various obstacles that make the entrepreneur platform unable to survive continuously and sustainably. This is because, the country's economy is unstable and gloomy at one time like the example of a country hit by the Covid-19 pandemic. Most of these MSMEs could not survive as entrepreneurs and moved on by choosing to earn a living instead of defending their intentions as entrepreneurs. This study suggests factors Demographic factors, entrepreneurial orientation and market orientation as independent variables. This study proposes theory of planned behavior to help get entrepreneurial intention in MSME. TPB model does come into view to be an important cognitive process model for the evaluation of entrepreneurial intention. The model explains the complexity of relationship between human behavior and its relevant determinants. The study population included micro, small and medium enterprise (MSME) in services sector in Malaysia. The goal of this research is to give a through conceptual review of MSME entrepreneurs' objectives. The theory of planned behavior (TPB), which the authors use, attributes intentions to market orientation, entrepreneurial orientation, and demographic factors. The finding of this study is defined that Entrepreneurial Intention have significant relationship with Demographic factor and Entrepreneurial Orientation but less significant with market orientation. The dimension of all variable can be defined as positive and negative relationship toward EI.

Keywords: Entrepreneurial Intention; Entrepreneurship; Theory of Planner Behavior; Market Orientation, Entrepreneurial Orientation; Demographic Factors; Micro, Small & Medium Enterprise (MSME).

INTRODUCTION

Many promises are frequently connected to entrepreneurship. From the perspective of policy makers, the entrepreneurial conduct of economic players inside an economy is meant to boost that economy's competitiveness in international markets and maybe lead to the creation of new employment possibilities. Exploiting business possibilities might be appealing from an individual entrepreneur's point of view because they have the possibility of leading to a fulfilling career and produce higher entrepreneurial rents.

Innovation and entrepreneurship are essential for economic development. Numerous factors that influence EI in MSMEs can be influenced by various variables, according to the numerous journal research that EI made. In light of this, this study would like to introduce a study that will be founded on reading through existing publications. Considering the demographic factor as an EI variable Age,